

Rec'd PCT/PTO 20 JUL 2005

(12) INTERNATIONAL APPLICATION PUBLISHED UNDER THE PATENT COOPERATION TREATY (PCT)

(19) World Intellectual Property
Organization
International Bureau



(43) International Publication Date
8 July 2004 (08.07.2004)

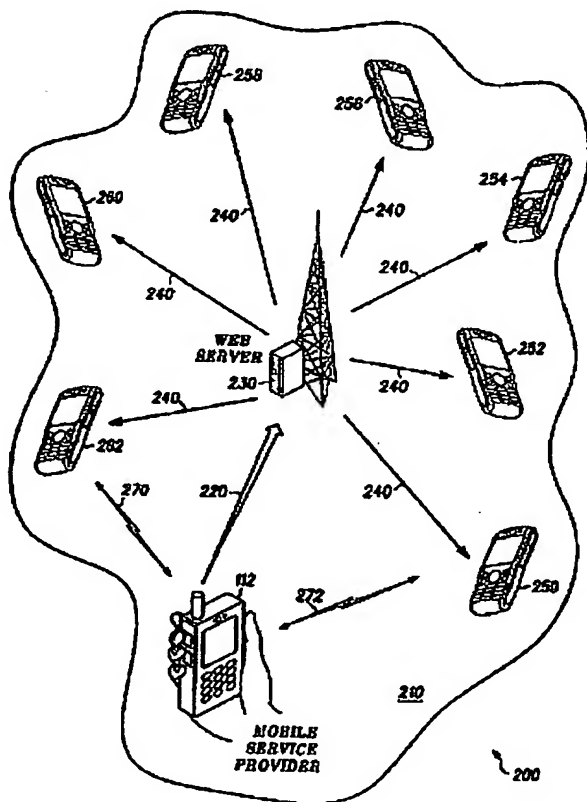
PCT

(10) International Publication Number
WO 2004/057883 A3

- (51) International Patent Classification⁷: **H04Q 7/22**
- (21) International Application Number:
PCT/EP2003/050951
- (22) International Filing Date: 5 December 2003 (05.12.2003)
- (25) Filing Language: English
- (26) Publication Language: English
- (30) Priority Data:
0229921.2 20 December 2002 (20.12.2002) GB
- (71) Applicant (for all designated States except US): **MOTOROLA INC [US/US]; 1303 E.Algonquin Road, 60196 Schaumburg (US).**
- (72) Inventor; and
- (75) Inventor/Applicant (for US only): **STEPHENS, Paul [GB/GB]; 4 Byron Road, Twyford RG10 0AE (GB).**
- (74) Agent: **GIBSON, Sarah; Motorola European Intellectual Property, Midpoint, Alencon Link, Basingstoke RG21 7PL (GB).**
- (81) Designated States (*national*): AE, AG, AL, AM, AT, AU, AZ, BA, BB, BG, BR, BW, BY, BZ, CA, CH, CN, CO, CR, CU, CZ, DE, DK, DM, DZ, EC, EE, EG, ES, FI, GB, GD, GE, GH, GM, GR, HU, ID, IL, IN, IS, JP, KE, KG, KP, KR, KZ, LC, LK, LR, LS, LT, LU, LV, MA, MD, MG, MK, MN, MW, MX, MZ, NI, NO, NZ, OM, PG, PH, PL, PT, RO, RU, SC, SD, SE, SG, SK, SL, SY, TJ, TM, TN, TR, TT, TZ, UA, UG, US, UZ, VC, VN, YU, ZA, ZM, ZW.
- (84) Designated States (*regional*): ARIPO patent (BW, GH, GM, KE, LS, MW, MZ, SD, SL, SZ, TZ, UG, ZM, ZW), Eurasian patent (AM, AZ, BY, KG, KZ, MD, RU, TJ, TM), European patent (AT, BE, BG, CH, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, MC, NL, PT, RO, SE, SI, SK, TR), OAPI patent (BF, BJ, CF, CG, CI, CM, GA, GN, GQ, GW, ML, MR, NE, SN, TD, TG).

[Continued on next page]

(54) Title: **LOCATION-BASED MOBILE SERVICE PROVISION**



(57) **Abstract:** A method (300) of providing location based services using a wireless communication system (100, 200) that facilitates communication to and/or from a plurality of communication units (250-262). The method includes the step of transmitting a wireless message (220), from a mobile service provider (112) to a number of communication devices in a location (210). The wireless message indicates a service to be provided by the mobile service provider (112) at the location (210). This enables mobile service providers to enhance their business via their mobile communication device, i.e. advertise their services to a geographically near, group of users. Preferably the recipient group of users have previously subscribed to, or registered their interest in, the services provided by the mobile service provider.

WO 2004/057883 A3